



Version 2.0

Online Resources

Part C: Marketing

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Persuasive Writing: Email Blast

Essay Topic:

Your company is celebrating its big premiere very soon! Compose an email blast about your movie to potential ticket buyers. Tell them about the premiere and convince them that they should attend and buy tickets. Use facts to support your position rather than your personal opinion.

Your letter should include:

1. **Introduction:** Capture your reader's attention. State your purpose and list two or three points supporting your position.
2. **Body:** Each body paragraph should state your points with supporting evidence. For example: paragraph one has your first point with supporting evidence, and paragraph two states your second point with supporting evidence.
3. **Conclusion:** Review the key points you made in the body of your letter. Adding a final emotional appeal may help convince the reader to support your efforts by attending the premiere and buying one or more tickets.

Begin by making a list of positive facts about your movie:

- _____
- _____
- _____
- _____
- _____
- _____



Memo: What Makes an Effective Movie Trailer?

List three movie trailers you have seen recently at the theater, on television, or on the Internet:

1. _____
2. _____
3. _____

Choose the one trailer you think was most effective and complete the following information:

I think the most effective movie trailer is _____.

Who is the target market for this movie? (age, gender, interests)

List three specific reasons this trailer is attractive to this target market:

1. _____
2. _____
3. _____

List two specific changes you would make to improve this movie trailer:

1. _____
2. _____

How can you use this information in creating your company's trailer?



Movie Advertisements in Print Form

Look through the newspaper and find two movie advertisements that would appeal to your target audience: one **effective** advertisement and one **ineffective** advertisement. Cut out both and attach them in the appropriate spaces on this worksheet.

Effective Print Advertising:

Glue or tape the advertisement in this box.

List three specific reasons you believe this advertisement is effective for your target audience:

1. _____

2. _____

3. _____



Movie Advertisements in Print Form (continued)

Ineffective Print Advertising:

Glue or tape the advertisement in this box.

List three specific reasons you believe this advertisement is ineffective for your target audience:

1. _____

2. _____

3. _____

List two specific changes you would make to improve this advertisement:

1. _____

2. _____
